



4-H COMMUNICATIONS CONTEST DAY

Communications contests allow 4-H members to share what they have learned, to teach others, and to share ideas and concepts. Communications have been divided into contest categories that include: Demonstration/Illustrated Talks, Speeches, Career Communications, Published Videos, and Promotional Presentations.

Demonstrations and Illustrated Talks: Individual or Team

Demonstrations show how to do something. They show a step-by-step process with a completed product at the end. Illustrated Talks convey a concept or idea using visual aids. Demonstrations can be thought of as a “how to” guide and Illustrated Talk are a “more about” lesson. Demonstrations and Illustrated Talks use many of the same skills and therefore have traditionally been evaluated with the same scoring tool. Both types of presentation styles help the 4-H member develop research and planning skills, as well as confidence in speaking to an audience.

- ❖ PB&J: If you make the peanut butter and jelly sandwich in front of the audience, it is a demonstration. If you tell the audience how to make a peanut butter and jelly sandwich using any visual aids, it is an illustrated talk.

Speeches: Individual

A speech is a way of communicating an idea, thought or point without using any visual aids. The communication is largely provided through the words, body language, tone of voice and style of the presenter.

Impromptu: Individual

An impromptu speech is a presentation with very little preparation or study of topic. A random topic is given and presenters have three minutes to think about what and how they are going to give a speech on the selected topic. After three minutes, a two-five minute speech is presented. The impromptu speech can be a separate event or can be used as a tie-breaker in senior levels.

Career Communications: Individual

Career Communications include the job application, cover letter, resume and job interview. The 4-H Career Communications is not meant to encompass all aspects of career communications, such as the introductory and closing contact with a potential employer or the creating of a portfolio of work. The 4-H Career Communications is designed to allow 4-H members to practice the writing of applications, letters and resumes detailing their current skills and interviewing with a panel and receiving feedback and training for future interviews.

Video: Individual or Team

The Video category is an opportunity for 4-H members to create a message using a video that they create. This contest recognizes the importance of being able to share information digitally through video. The video may be a demonstration, a concept or thought to share, or idea to promote. 4-H members will present/play their video and then interview with a panel to discuss the video’s merits, intended audience and effectiveness. Participants may, but are not required to, publish their video online. Participants should take necessary precautions to ensure no identifying features (license plates, addresses and names, etc.) are included in the video that would pose a safety risk, if the video is published online and accessible by the general public. Consult with parents and adults regarding online safety.

Promotional Package: Individual or Team

The Promotional Package can be for a concept, thought/idea or real product. The 4-H member(s) developing a Promotional Presentation should consider messages and platforms that would be best to reach the intended audience. The Promotional Presentation can be a combination of any prepared news release, radio spot, blog, webpage, Twitter/Pinterest/Social Media feed, flyer, app, advertisement, etc. The 4-H member(s) will present their promotional materials and answer questions regarding intended audience, results of marketing campaign, etc.

Participants may, but are not required to, publish their video online. Participants should take necessary precautions to ensure no identifying features (license plates, addresses and names) are included in video that would pose a safety risk, if the video is published online and accessible by the general public. Consult with parents and adults regarding online safety.

Commercial: Individual or Team

The Commercial allows 4-H members to develop a short promotional message to be performed live. The Commercial can be for a concept, idea, thought or a real or imagined product. The Commercial should be fast-paced, appeal to the audience to take action or purchase a product.

DEFINITIONS:

Demonstrations:

- Is showing how. As you show how, you tell how.
- Is where you make something or do something.
- Is creating a final product.

Posters and Slides: The posters should address the following points:

1. Introduction / Title
2. Materials
3. Process
4. Summary

Visual Aids: Visual aids are encouraged. Product labels should be limited to generic names and product names should be covered. The work area and table space used for the presentation should be used to the speaker's best advantage. Handing out flyers and samples should not cause a distraction.

Length:

Cloverbud: 1-5 minutes

Juniors: 3-7 minutes

Senior: 7-20 minutes

Illustrated Talk:

- Is talking.
- Is telling "how," using visual aids.
- Uses charts, posters, photos, computer programs, slides, pictures, models or cut-outs
- Each presentation should have clearly identifiable sections including an introduction, main body, and conclusion.

Visual Aids: Visual aids are encouraged. Product labels should be limited to generic names and product names should be covered. The work area and table space used for the presentation should be used to the speaker's best advantage. Handing out flyers and samples should not cause a distraction.

Length:

Cloverbud: 1-5 minutes

Junior: 3-7 minutes

Senior: 7-20 minutes

Speech:

This format requires that the speaker write and deliver their own speech. The speaker will inform or educate the audience on a single issue or topic. The topic is only limited by age appropriateness of the topic for the member. The purpose of this category is to encourage participants to give a speech in which they seek out accurate information, organize it into a useful format, and competently present the information. Speeches may be persuasive or informative.

Remember that your credibility plays an important role in persuading audiences, such as dealing with oppositional arguments in a fair and convincing way. Good persuaders do not ignore the opposition, nor do they simply attack the opposition; they engage the opposition's arguments in an even-handed way.

A speech has a clear and understandable theme or thesis. Citing sources can increase the credibility of the speech if it does not interfere with the delivery of the prepared speech. The speaker is expected to discuss the chosen topic intelligently, with a degree of originality, in an interesting manner, and with some benefit to the audience.

A prepared speech should have a clearly defined introduction, body, and summation. The body contains the development of the main ideas of the prepared speech. The summation should not introduce new material but should be used to reinforce the ideas developed in the body and cement the theme and main ideas in the minds of the audience.

Posters and Slides: None Allowed

Visual Aids: No visual aids will be used by the speaker to assist with the delivery of the prepared speech. No props are allowed.

Length:

Cloverbud: 1-3 minutes

Junior: 3-7 minutes

Senior: 5-7 minutes

- Exceeding 7 minutes in length does not result in disqualification, but will be considered when evaluating the presentation.
- Number of Presenters: Prepared speeches may only be given by an individual.
- Questions: Anyone may ask questions. Evaluators/judges generally ask questions first. Time for questions may be limited.
- Notes Cards may be used by the speaker to assist with the delivery of the speech. The notes should be inconspicuous and not detract from the speech
- Attire: Appropriate attire for the occasion. Costumes may not be used.

Impromptu Speech:

Impromptu speaking involves speeches that the speaker has developed themselves within a three-minute preparation time. One at a time, the speakers will randomly draw a piece of paper with a topic on it. From the time that the speaker is given the topic, the speaker will have three minutes to prepare a speech.

Guidelines for preparing an impromptu speech:

1. Clearly state the topic as it was given to the speaker.
2. Give a reasonable interpretation of the topic. Neither exaggerate by reading more into the issue than is there, nor understate the issue.
3. Give the speech a clear central purpose.
4. Use a strategy. A speech can inform or persuade. Persuasion is suggested as it provides a direction and purpose to the speech. The evaluators may not consider the position taken by the speaker and will consider how well the position is stated, developed and supported.

Length:

Senior ages 14-18: 2-5 minutes

- Impromptu speeches can be used to break a tie for Senior 4-H members.
- Posters and Slides: None Allowed.
- Visual Aids: The speaker may not use props or costumes in the delivery of the speech.

Video Contest:

- All videography and editing done by contestants.
- Follows copyright laws regarding music, still images, clip art, etc.
- Includes contestant's choice of music and video production techniques.
- Format may include video footage, still photography, computer animation, stop motion, etc.

Video :

- The video must have credits showing who participated in the creation of the video and what their roles were.
- The credits also must include the title of the video and any participants.
- Others who are not taking part in the contest may appear in the video, however, all editing and production of the video must be done by the contestants.
- All music, video, images and computer animations used must be 4-H appropriate. Video must comply with copyright laws and the 4-H emblem must be used appropriately.
- Photo releases must be submitted with the video for everyone appearing in the video.
- Participant(s) are responsible for playing the video either from an online source or from a media storage device. Check with the local Event Coordinator to ensure Internet access is available at the event site. It is wise to have a backup plan for any digital media.
- Parents, 4-H leaders and others are encouraged to inspire, guide and help with developing ideas for the video; however, the video entry must be the work of the 4-H member or team.
- 4-H members are encouraged to review the 4-H Movie Magic project book, published by MSU Extension in April 2011 for information on making videos.

Video Evaluation Interview:

Contestants will be judged on video content, creativity, flow of the video, technical performance and presentation. Contestants will be asked about the message they intended to portray, their target audience, platform where the video is posted and effectiveness.

Length: Videos should be between 30 seconds and 5 minutes in length. Contestants will have approximately 15 minutes to show the video and be interviewed. The time will be divided between time viewing the video (5 minutes) and interviewing with the judges (10 minutes). In the interview, contestants will present their video and answer questions about their video such as, what they learned, technologies that were used in making the video, the message and the intended audience.

Number of Presenters: An individual presentation is delivered by one person. A team presentation is delivered by up to three people. Team members should divide work equally. An uneven distribution of work will impact the evaluation. The team is evaluated together.

Questions: Anyone may ask questions. Judges ask questions first. Time for questions may be limited.

Other: Copyright laws must be observed. A contestant may be disqualified from the contest for inappropriate content.

Career Communications:

- ✓ Complete the provided job application
- ✓ Develop a cover letter and résumé
- ✓ Participate in a job interview

The Career Communications Contest is an opportunity for members to practice the skill of applying for a job. The contest involves completing the provided job application, cover letter, résumé and completing an interview.

The member selects the type of job they are applying for, but it should be one for which they currently have skills.

Job Application: Students will complete the provided job application, prior to the personal interview. While the application will be generic, 4-H members are to complete the application for their intended job.

Cover Letter: Each contestant will provide a cover letter outlining their experiences that would be pertinent to a potential employer.

Résumé: Each contestant will provide résumé. If a contestant's materials are found to not be original work, the contestant will be disqualified from the Career Communications Contest. Participants are encouraged to use examples related to their 4-H experience whenever possible when preparing their résumé.

Job Interview: The interview will be conducted by one to three judges. Questions will pertain to participant's current skill level and the specific job for which they are applying. As this contest simulates an actual job interview, spectators will not be permitted in the interview judging room.

Job Descriptions: Please prepare a résumé for a position of your choice. Life experiences and education should be used to show that you are a good candidate for the selected job. Highlight your 4-H experiences whenever possible.

Length: The job interview may be up to 20 minutes in length. Judges will determine when the interview is finished.

Number of Presenters: This is a contest for individuals.

Questions: Only judges may ask questions

Attire: Attire and grooming suitable for the specific job interview.

Other: Contestants are encouraged to research career communications, including résumé and cover letter writing and interviewing skill. Career exploration and knowledge should be part of the research.

Promotional Package: Individual or Team

The Promotional Package can be for a concept, thought/idea or real product. The 4-H member(s) developing a Promotional Package should consider the message and platforms that would be best to reach the intended audience. The Promotional Package can be a combination of any prepared news releases, radio spots, blog, webpage, Twitter/Pinterest/Social Media feed, flyer, app, advertisement, etc. The 4-H member(s) will present their promotional materials and answer questions regarding the intended audience, results of marketing campaign, etc

Promotional Package:

- ✓ All promotional items created must be the work of the contestants
- ✓ Should have a well-constructed main message, product, event or person to promote
- ✓ Must use more than one method of promotion or media – press release, series of articles, radio spots, social media, poster, flyer, billboard, advertisement, etc.
- ✓ Show originality in reaching the audience with the message
- ✓ Follow copyright laws regarding music, still images, clip art, etc.
- ✓ Promotional package will be presented by the 4-H members to the evaluators
- ✓ Presentation should share concept, audience, results (if any) and share promotional pieces with evaluators

Video Evaluation Interview: Contestants will be judged on content, concepts, creativity, use of promotional methods and presentation. Contestants will be asked about the message they intended to portray, their target audience, where the promotional materials have been used and effectiveness, if applicable.

Length: Contestants will have approximately 10 minutes to show and explain their promotional package to evaluators and approximately 10 minutes to be interviewed by evaluators. In the interview, contestants will answer questions about their promotional package such as, what they learned, methods used, message and intended audience.

Number of Presenters: An individual presentation is delivered by one person. A team presentation is delivered by up to three people. Team members should divide work equally. An uneven distribution of work will impact the evaluation. The team is evaluated as one unit.

Questions: Anyone may ask questions. Evaluators/judges ask questions first. Time for questions may be limited.

Other: Copyright laws must be observed.

Commercials:

Individuals or team perform commercials. The Commercial allows 4-H members to develop a short promotional message to be performed live. The Commercial can be for a concept, idea, thought, or a real or imagined product. The Commercial should be fast-paced and appeal to the audience to take action or purchase a product.

Participants must run any needed audio-visual equipment. Check with the local Event Coordinator to make sure equipment needed will be available.

The commercial should catch the audience's attention, be effective and interesting, have an introduction, body and conclusion, use clear ideas and logic, be organized, use accurate and current information, be brief and convincing, use volume/pitch/intonation, show proper use of language, poise and delivery.

Posters and Slides: None required. No title card is necessary.

Visual Aids: Costumes, props, decorations, and other visual aids are encouraged.

Length: Presentations are not to exceed 3 minutes in length (not including setup and removal of props, etc.). Exceeding 3 minutes in length does not result in disqualification but will be considered when evaluating the presentation.

Number of Presenters: Individual or teams.

Questions: Anyone may ask questions. Evaluators/judges ask questions first. Time for questions may be limited.

Note Cards: Notes may not be used.

Attire: Appropriate attire for the occasion. Costumes can be used.

Want more information – check out the Montana Clover Communication Contest Guidelines found on the county website at <http://www.lccountymt.gov/extension/4-h/forms.html>.

Additional questions, contact Catherine McNeil at 439-8570